



ORECK CORPORATION

Exclusive National Sales Organization for WHIRLPOOL Floor Equipment
18 ELMCROFT ROAD, STAMFORD, CONNECTICUT 06902

EX. RT.



THEODOR H NELSON
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NEW YORK NY 10011



ORECK CORPORATION

18 Elmcroft Road / Stamford, Connecticut 06902 / 203-324-3350

 Exclusive National Distributor
Whirlpool Vacuum Cleaners

IMPORTANT NOTICE TO BUSINESS EXECUTIVES

We will send you a new WHIRLPOOL appliance at HALF price

• Gentlemen:

The Whirlpool Corporation has patented a remarkable new hi-speed upright vacuum cleaner that we GUARANTEE to clean the new indoor-outdoor and kitchen carpets in a single stroke. It weighs only 8 lbs!

The Ozite Corporation has thoroughly tested this product and found it to be "remarkably effective."

This machine is equally effective on ALL CARPETS and will clean bare floors without attachments or adjustments.

Whirlpool vacuum cleaners are not sold through appliance or department stores. They are distributed exclusively by Janitorial Supply Distributors. Every major hotel in New York City (such as Hilton, The Americana, Regency, Waldorf-Astoria, etc.) uses this new Whirlpool upright....as well as leading hotels and institutions throughout America.

The CVR-2000 is constructed of cast aluminum and steel, yet the entire machine weighs only 8 lbs! An automatic safety cut-off switch turns off the machine if it becomes obstructed. This protects against motor burnout.

Hotels and institutions pay \$93.60 for this unit. As a

Business Executive, you may purchase ONE only at 50% off,

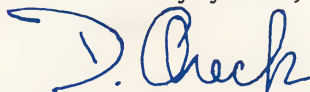
or \$46.80 --- Exclusively for your personal use.

This offer is nontransferable and expires two weeks from the time you receive this letter.

Send your check for \$46.80 payable to Oreck Corporation (Whirlpool's Exclusive National Wholesale Distributor for Vacuum Cleaners), and the Whirlpool CVR-2000 upright cleaner will be sent to you promptly (F.O.B. our warehouse).

We guarantee this product to be the most effective you have ever used, or your money promptly refunded.

Sincerely yours,



David Oreck
President



***Automatic electric vacuum cleaner for carpets and bare floors. Designed for indoor outdoor carpeting.**

Quality engineered to yield extended-life, in light commercial applications.

Whirlpool uprights are standard equipment in America's finest institutions.

Recommended by major carpet manufacturers as excellent for routine maintenance.

Only 3½" high — cleans like it's 10 feet tall.

Unique powerhead design combines cleaning power and high speed agitation, up front, where the dirt is, with a dynamic air-flow system that whisks the dirt up the wand and simply drops it into a job-sized disposable bag — maintaining peak suction and high "clean-ability" 100% of the time — cutting cleaning time in half.

STRONG: Cast Aluminum & Steel Construction. Built to Last.

FAST: High-speed 7,000 RPM revolving brush • does a "great job" on carpets • Exclusive built-in sweep strip. • Rolls off rugs to brush-clean bare floors, without tools or adjustments — picks up lint, threads, and hair in one stroke.

EASY: Maids "love it" • Fast and easy to use • Cleaning head only 3½" high, gets under low furniture, beds and desks • Brush-cleans hard-to-get-at places **every day**, instead of once a week • Eliminates sprained backs and aching muscles.

EFFECTIVE: Cleans and restores newness to those hard-to-clean carpets, runners and mats • Easily maintains small high-traffic carpeted areas that must be vacuumed several times a day.

LARGE CAPACITY: Holds the Dust of 14 to 25 Rooms and More, in a Job-sized Disposable Economical Dust Bag. A Snap to Remove and Replace.

LIGHT-WEIGHT: Weighs less than 8 Pounds • Easy to Lift with One Finger • Hangs on a Hook • Does the job of Heavier Machines — but Faster.

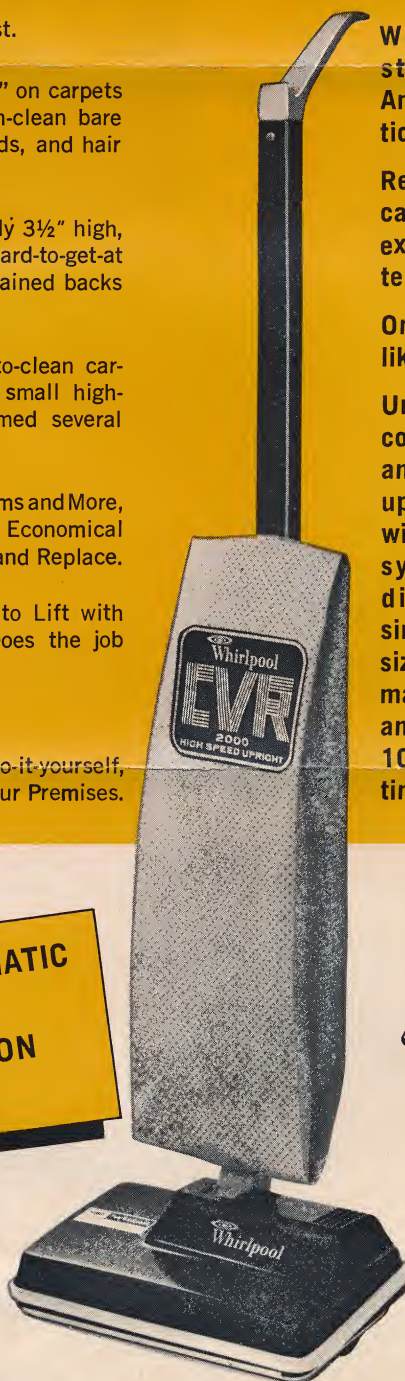
DO-IT-YOURSELF REPAIR: Has Only 3 Moving Parts. • Do-it-yourself, Easy Parts Replacement — On Your Premises.



A sensitive electronic component which detects the presence of obstructions that impair cleaning efficiency and place undue stress on motor. *AUTOMATICALLY this device will cut off electric current flow to the machine, preventing damage to motor.

*** AUTOMATIC MOTOR PROTECTION DEVICE**

New!



Remove The Obstruction, Press The Re-Set Button and Back to Work

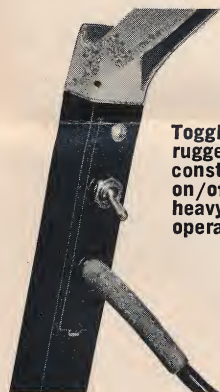


High Speed Vacuum Cleaner For Carpets And Bare Floors

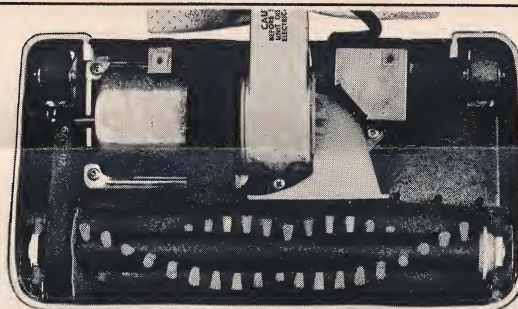
Here is why the Americana, Regency, Summit, Warwick, St. Moritz, Taft, Hilton Hotels, Sheraton Hotels and other fine institutions have switched to WHIRLPOOL

One purchasing agent of a large hotel chain says he is saving almost two thousand dollars a month in maintenance costs alone

since replacing his old cleaners with the WHIRLPOOL Uprights. Plus carpets are cleaner than ever before.



Toggle Switch—
ruggedly
constructed
on/off for
heavy duty
operation.



Cleaner base constructed of heavy duty cast aluminum. Drive belt sealed off from dirt collection areas to prevent interference with drive system. Dust collection throat, 3½" wide, is directly adjacent to beater brush for maximum efficiency of vacuum power. Powerful high speed motor factory lubricated.

(Base plate removed)

Power Cord—
24 feet, SJT-18
gauge flexible
heavy duty
Vinyl-jacketed,
two-wire.
Approved by
UL for
commercial
use.



SPECIFICATIONS

WEIGHT: Less than 8 pounds.

HEIGHT: Over-all 44".

POWER HEAD: Width — 12¾".
Height — 3½", side projections, 2¼".

MOTOR: Long life to "Torpedo" motor, custom engineered, 17,800 rpm. Die-cast metal housing. High temperature insulation. Solid shaft, rotating on ball bearings. Factory lubricated for life. New, internal air-cooling and motor-cleaning fan device, with self-cleaning blades.

ELECTRICAL: 120 volts, 25-60 cycle A.C., 1.9 Amps. Toggle switch ruggedly constructed on/off for heavy-duty operation. Listed Underwriter Laboratories.

***AUTOMATIC MOTOR SAFETY FEATURE:** Manual reset type, UL rating 3.5 amps.

POWER CORD: 24 feet, SJT-18 gauge flexible heavy-duty Vinyl-jacketed, two-wire. Approved by UL for commercial use.

SEALING GASKET: Patented coverplate sealing gasket materials excel in absorbing shock, insulating, resisting corrosive chemicals and abrasive contact.

AGITATION: High speed brush rotates 7,000 rpm. Self-aligning bearings may be rotated to extend bristle life. ABS plastic sleeve seals protect exposed brush bearing (opposite belt) by preventing dirt build-up and by promoting retention of oil in bearings.

WHEELS: Rear: non-marking squeakproof.
Front: Nylon for easy mobility.

SWEEP STRIP: Keeps suction to the front, to provide effective brush cleaning of bare floors.

DRIVE BELT: Made of long-life non-tacky rubber compound. Sealed off from dirt collection areas, to prevent interference with the drive system and to eliminate dirt path.

BAG COVER: Nylon reinforced vinyl with side zipper.

COLOR: Ivory and Jet black.

PACKING: One per shipping carton. Set up.

SHIPPING WEIGHT: 12 pounds.

PRICE: \$93.60.

Engineering excellence and significant design advancement makes this Whirlpool Cleaner a must for your carpets and floors.

Specifications subject to change without notice. WHIRLPOOL appliances are products of Whirlpool Corporation, Benton Harbor, Michigan. Trademarks used by authority of trademark owner. Whirlpool is registered trademark ® (marcas registradas) in various countries.

ORECK CORPORATION

National Sales Organization for WHIRLPOOL VACUUM CLEANERS
18 ELMCROFT RD., STAMFORD, CONNECTICUT 06902

For Excellence In Carpet Cleaning

PT57-B with TWO MOTORS

Now With a 15 Foot Hose For Quiet, Easy Powerful Cleaning

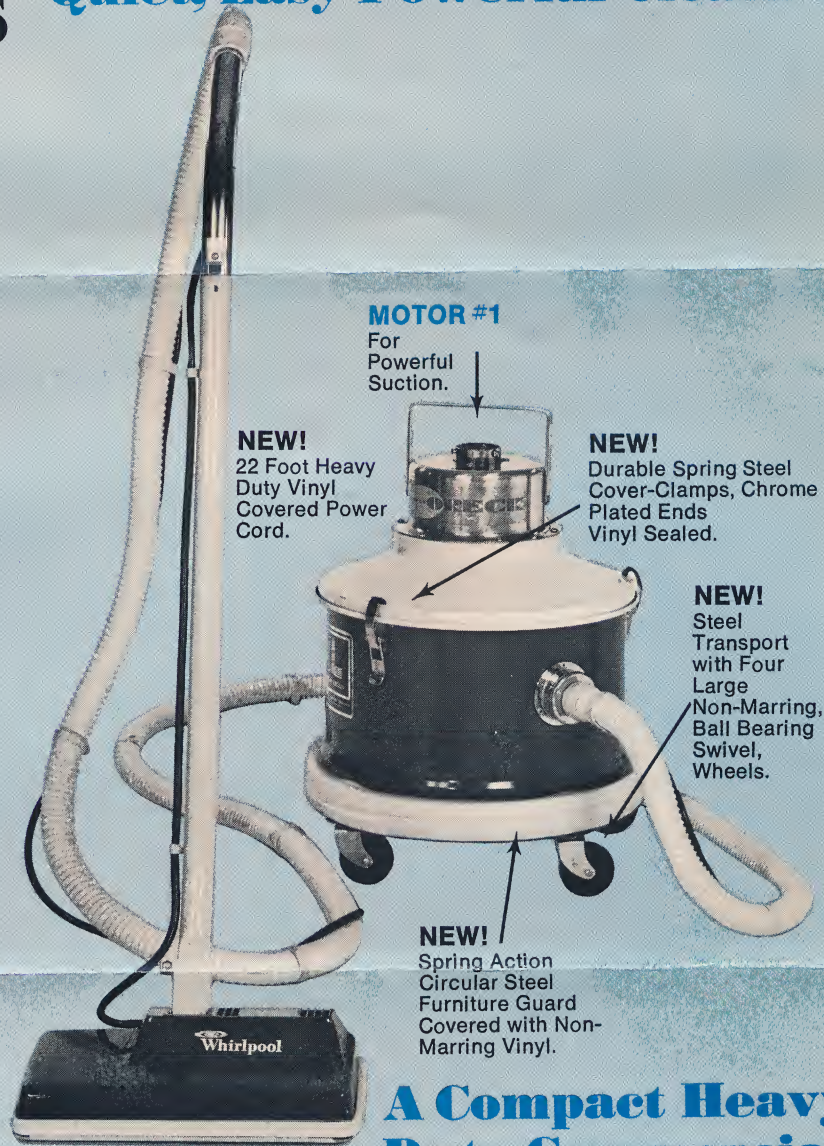
**A Dream Come True—
Just Think!**

**An Upright Vacuum Cleaner
That Weighs Only 6¾ Lbs:**

- that is built of steel and die cast aluminum.
- that has a ½ bushel dust bag capacity.
- that has a power head that is only 3½" high. Side projections only 2¼" high.
- that has the suction of a commercial tank.
- that has a high-speed revolving brush, 7,000 RPM.
- that is automatically self-adjusting to height of carpet pile.
- **CLEANS BARE FLOORS—**Exclusive Built-In Sweep Strip. Rolls off rugs to brush clean bare floors without tools or adjustments.

A Compact Heavy Duty Commercial Tank:

- that is delivered complete with finest tools for **all around** cleaning.
- that is small and compact but with oversized dust capacity.
- that doesn't need emptying—just throw ½ bushel bag away.
- that has a blower port—for spraying, blowing dust out of crevices.
- that is built of steel.
- that is small enough for a woman to use.
- that can be placed in the middle of a 40 foot area, or at the bottom of a flight of stairs and when used with the power nozzle or cleaning tools, can do the complete job, without hardly ever being moved.



MOTOR #1
For
Powerful
Suction.

NEW!
22 Foot Heavy
Duty Vinyl
Covered Power
Cord.

NEW!
Durable Spring Steel
Cover-Clamps, Chrome
Plated Ends
Vinyl Sealed.

NEW!
Steel
Transport
with Four
Large
Non-Marring,
Ball Bearing
Swivel,
Wheels.

NEW!
Spring Action
Circular Steel
Furniture Guard
Covered with Non-
Marring Vinyl.

MOTOR #2
Rotates a
Specially Developed
Hi-Speed Brush at 7000
Revolutions Per Minute
For Powerful High
Speed Brushing
Action.

A Compact Heavy Duty Commercial Cleaner

- **Powerful Suction**
- **Double Filtration**
- **Half Bushel Tank Capacity**
- **Encapsulates Dust—
No Dust Bag To Empty**

Exclusive powerhead is only 3½" high gets under low furniture—desks, beds, lounge chairs and around furniture legs easily
Clinging lint and threads picked up in one stroke.

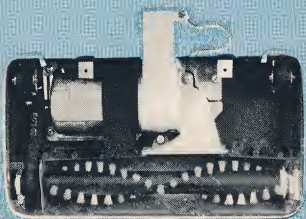
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CLEANS BARE FLOORS—Exclusive Built-in Sweep Strip. Rolls off rugs to brush—clean bare floors without tools or adjustments.



The upright unit has its own electric motor-driven brush. It gently flexes even the deepest nap carpet to get at hidden dirt and grit. Cleaner carpets last longer. No beater bar—the revolving brush grooms the fibers, keeps carpeting looking cleaner longer. No belt in the center of the brush to create a dirt path—this belt runs in space sealed OUTSIDE the brush area. After long use brush may be adjusted to compensate for wear.

(Photo shows underside of upright unit cover plate removed.)

Click-off the upright, click-on any of the high efficiency tools—and the entire vacuuming job can be completed quickly-easily-thoroughly—ceilings, walls, hardwood floors, concrete, tile, baseboards, air ducts, drapes, upholstery, lighting fixtures, door and window sills.

THE PT57-B IS DELIVERED COMPLETE WITH MODEL CAP 33 SET OF ATTACHMENTS

UPRIGHT UNIT

CONSTRUCTION:

Cast aluminum base with baked enamel finish.

WEIGHT:

6¾ lbs.

POWER HEAD:

Width—12¾".

Height—3½", side projections, 2¼".

MOTOR:

Long life "Torpedo" motor, custom engineered, 17,800 rpm. Die-cast metal housing. High temperature insulation. Solid shaft, rotating on ball bearings. Factory lubricated for life. New, internal air-cooling and motor-cleaning fan device, with self-cleaning blades.

BRUSH:

End-driven. Revolves on bearings lubricated for life. Adjustable to compensate for wear after long use. Belt runs in space sealed from dirt passage. 7,000 RPM.

POWER:

115 Volt, 25-60 cycles AC. 1.2 Amps. Self-aligning bearings factory lubricated for life.

COLOR:

Harvard Brown and Ivory.

PACKING:

Model CAP 33 Upright and all attachments (hose, wands and tools) packed in separate carton.

SHIPPING WEIGHT:

17 lbs. (Upright unit, hose, wands and tools.)

15', 1¼" NYLON RE-ENFORCED HOSE:

Extra flexible. Hose handle has built-in suction control. Vinyl cord retainers fasten 18' SJT 3 wire grounded service extension cord to hose.

WANDS 20":

of chrome-plated steel; with click-lock.

CREVICE TOOL:

(Also used for de-mothing)

DUSTING BRUSH:

Vinyl. Dusts lamp shades, venetian blinds, light fixtures, and books.

FLOOR AND WALL BRUSH:

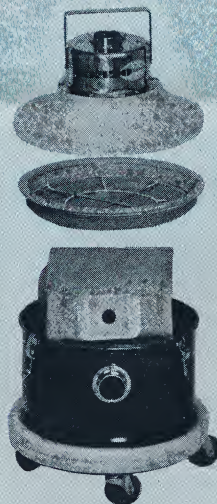
Vinyl. Almost a foot wide. Can be removed from holder, washed and replaced.

FABRIC TOOL:

Vinyl. Has oscillating brush.



MODEL PT57-B



MOTOR:

1 H.P. input 17,500 R.P.M., 115 volts, AC, 6.5 amps, 745 watts, 50-60 cycles. Air cooled.

Multi-stage turbine, impellers mounted on armature shaft. Precision ball bearings sealed in lubricant for life.

PERFORMANCE:

80" water lift with sealed orifice. 46" water lift with ⅝" orifice. 89 C.F.M. with 1½" orifice.

AIR VELOCITY:

15,192' per minute at ¾" orifice.

CORD:

16/3 type S, rubber covered with molded on plug 22' long.

FILTERS:

Primary cloth filter mounted on frame. Auxiliary totally enclosed disposable paper filter bag; encapsulates dust to improve filtration and counteract bacteria and fungi.

TANK RECOVERY:

½ bushel of dry material.

DIMENSIONS:

Height 22½", Width 17", Weight 23 lbs. Tank—Internal diameter 14".

FINISH:

Harvard Brown and Ivory. Polished aluminum, chrome and black decoration.

PRICE:

\$298 Complete with tools.

BUSINESS EXECUTIVES

See for yourself the **Important Developments** in vacuum equipment with special emphasis on **UNEXCELLED CARPET CLEANING.**

We are extending our HALF-PRICE offer to also include the PT57.

A NEW and AMAZING **two motor vacuum cleaner.**

- Cleans wool, cotton, and synthetic carpets with equal ease and efficiency
and BETTER than any other vacuum cleaner you've ever tried.

A commercial tank complete with cleaning tools — PLUS a **separate motorized power-head with specially developed hi-speed revolving brush.**

- Tank motor for **powerful suction.**
- Power-head motor for **hi-speed agitation.**

As a Business Executive you may purchase one only at HALF PRICE. See attached literature and order form for details.

ORECK CORPORATION • 18 Elmcroft Road • Stamford, Connecticut 06902

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ORDER FORM

Enclosed herewith is my check made payable to the ORECK Corporation for the following:

- ☐ Whirlpool Upright Cleaner (Selling price \$93.60) \$46.80 ea.
- ☐ PT57 Two Motor Combination Tank and Power Upright
complete with tools. (Selling price \$298.00) \$149.00
- ☐ One of each \$195.80

I understand that this Half Price offer is available for a limited time only—exclusively for my personal use. Merchandise shipped F.O.B. factory.

Ship to: Please Print

Name:

.....

Address:

Do Not Use P.O. Box No.

City: State: Zip:

173A

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY MAIL

First Class Permit No. 307, Stamford, Conn.

DRECK CORPORATION

18 ELMCROFT ROAD

STAMFORD, CONNECTICUT 06902

